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# Alberta's International Education Strategy

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## I. CONTEXT

Globalization is driving rapid change in knowledge, skills, and innovation. The economic well-being of future generations of Albertans depends on investment in education today to ensure that the knowledge and skills of Albertans continues to be in demand in international communities. The Government of Alberta has a strong commitment to ensuring that Albertans are well-prepared to take their place in an increasingly competitive world.

In addition to economic well-being, international awareness brings many societal and personal benefits. Understanding cultural differences strengthens Alberta's communities and places of work. For individuals, knowledge of other languages and cultures increases opportunities to participate in international research, study, travel, or to enjoy other aspects of international life. Knowledge of other cultures and their languages also increases understanding of world events, and of Alberta's relationship to these events.

Alberta is already recognized, in international academic circles and in industry, for the high quality of its education system and graduates. Numerous international education partnerships already exist at the school, post-secondary institution, or government level with foreign learning institutions or governments. These partnerships and other initiatives support a wide range of projects including student and academic exchanges, certification of foreign learning, marketing of Alberta education programs and services, and non-profit humanitarian development. While varied and numerous, these activities have often depended on individual contacts and areas of interest, and overall connection or articulation with government direction has been limited.

International student recruitment in both the basic education and post-secondary sectors, and international marketing of Alberta expertise in education and training programs and services, provide net economic benefits to the province. Subsequent multiplier effects from related business, student, and tourism expenditures amplify the benefit to the provincial economy. With expanding worldwide demand for education and training and learners' ability to access leading educational programs wherever they are located, international education offers important growth opportunities for Alberta's economy.

Many governments, such as those in Japan, Australia, and New Zealand, are placing greater emphasis on the importance of international education marketing initiatives. In Canada, the federal government has opened a branch in Foreign Affairs and International Trade to promote international education, and has provided funding to create Canadian Education Centres abroad. Similarly, the Government of British Columbia has established the Centre for International Education and the Quebec Ministry of Education and Youth

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has established a branch to promote linguistic and cultural exchanges, to provide professional development opportunities for teachers, to recruit international students, and to export Quebec expertise in education.

The Government of Alberta recognizes that government leadership in this sector is often essential for success in marketing abroad. Many countries are more receptive when initiatives have clear government support and when a coordinated approach to proposed trade opportunities is taken. While individual marketing activities of school jurisdictions and post-secondary institutions have yielded good results, a strong, consistent, province-wide campaign is essential to realize the full potential of international education. The Government of Alberta is committed to providing the leadership necessary to support Alberta's education system and to support a coordinated approach to international marketing opportunities.

The Minister of Learning can be a strong advocate abroad for Alberta's high quality and innovative education programs. By leading international missions, the Minister may lay important groundwork for Alberta's schools and post-secondary institutions to subsequently contract to deliver programs and services. Many international education initiatives have already recently been successfully launched, and the potential of this sector is increasingly being realized.

It is timely for government to enhance its efforts as an advocate and supporter of international education initiatives. The Alberta International Education Strategy will provide direction to Alberta Learning and other government departments, help coordinate the many international initiatives already underway, and support increased activity in this field. The aim is to ensure that Albertans are well-prepared as world citizens and are able to enjoy fully the benefits and opportunities of their global community, can participate fully in the economic growth associated with international education, can contribute to international humanitarian projects, and can compete successfully in the global economy.

## **2. PURPOSE OF THE INTERNATIONAL EDUCATION STRATEGY**

The Government of Alberta has recently established a Framework for Alberta's International Strategies. That document establishes an overall international vision for the province, and identifies core businesses and government-wide strategies. Alberta's International Education Strategy is one of six related initiatives developed within that overall context:

- International Marketing Strategy for Trade and Investment
  - International Offices Review
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- Twinning Policy Strategy
- International Education Strategy
- World Trade Organization Negotiating Position
- International Governance Office.

This document provides a vision for Alberta's International Education Strategy, principles which underlie that vision, and overall objectives. Actions which may be explored for further development, many of which were raised by stakeholders, are included in the Appendix to this Strategy. The Minister of Learning is committed to ongoing consultation with all stakeholders as the International Education Strategy is developed and implemented.

The International Education Strategy provides direction to Alberta Learning in its efforts to internationalize the province's education system. It also provides direction and cohesion across government ministries to lead to a more coordinated approach to programs, services, and entrepreneurial activities in the education sector. Important objectives are to promote the internationalization of education curriculum to support Alberta's school jurisdictions and post-secondary institutions in providing international services and in accessing international markets, and to expand the range of international opportunities (economic and humanitarian) available to Albertans.

### **3. VISION FOR ALBERTA'S INTERNATIONAL EDUCATION STRATEGY**

A vision statement was proposed during the autumn 2000 consultations on Alberta's International Education Strategy. The vision was widely supported, with respondents encouraging government to recognize Albertans' role as global citizens, as below:

Alberta will be internationally recognized as a leading provider of education, skill development and industry training, and Albertans will be well-prepared for their role in the global marketplace and as global citizens.

### **4. PRINCIPLES FOR ALBERTA'S INTERNATIONAL EDUCATION STRATEGY**

The consultation also showed wide support for the principles which were proposed to support the vision statement and to underlie the International Education Strategy. As part of the following principles, the Ministry of Learning reinforces its commitment to a collaborative and transparent approach to the advancement of the Strategy.

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- Alberta's education and training system provides a foundation to prepare Albertans to be competitive in international work and learning opportunities.
- Alberta's education and training system values and provides access to qualified international students wishing to learn and gain work experience here, and Alberta forms partnerships with foreign states to provide similar opportunities for Albertans.
- Alberta's communities and businesses value the economic and social benefits which come from knowledge and skills obtained in other education systems.
- The provincial government has an ongoing responsibility to ensure and promote Alberta's international reputation for high quality learning programs and services.
- System stakeholders<sup>1</sup> share with government ongoing responsibility for developing and advancing Alberta's International Education Strategy.

## **5. OBJECTIVES**

The following objectives provide the focus for Alberta's International Education Strategy. They were supported by stakeholders in the consultations.

- Objective 1: Albertans will have increased opportunities to develop better understanding of global economic, political, and social systems; to develop relevant global competencies, including second language skills; and to participate in international learning opportunities.
- Objective 2: International students and learning systems will choose Alberta to meet their learning and accreditation needs.
- Objective 3: Alberta will be more competitive in supplying education programs and services in the international marketplace.
- Objective 4: International investment and trade of Alberta's goods and services will be enhanced by the sale of associated skills training and other educational programs and services.
- Objective 5: International mobility of knowledge and skills will be facilitated.
- Objective 6: Alberta Learning will provide leadership in promoting international education through its work with the federal government, international agencies, and ministries of education in other countries.

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<sup>1</sup> Alberta's education and training system is comprised of many stakeholders including learners, parents, communities, schools and post-secondary institutions, teachers, instructors and industry.

## **6. ACTIVITIES IN SUPPORT OF THE OBJECTIVES**

The International Education Strategy provides overall direction to the Ministry of Learning in its efforts to internationalize Alberta's education system. It also establishes linkages with the government's overall Framework for International Strategies, and with the government's overall international marketing strategy, ensuring that opportunities for mutually-reinforcing international initiatives are captured. Government responsibilities and any actions undertaken will be recorded in business plans, and progress reported in annual reports. The development and execution of actions will involve close collaboration between the various stakeholders and government ministries.

The following section summarizes current activities associated with each of the objectives. Actions which may be explored and possibly considered for development are noted in the Appendix.

### **6.1 Albertans will have increased opportunities to develop better understanding of global economic, political, and social systems; to develop relevant competencies, including second language skills; and to participate in international learning opportunities.**

With advances in information communication technology and increasing global interdependency, individuals have increased their interest in international study and work exchanges. There are considerable benefits to Albertans of being well-acquainted and conversant with our economic partners. Individuals who are familiar with other languages and cultures may establish networks of contacts in other parts of the world and obtain a career advantage. Alberta communities and workplaces are strengthened as knowledge of cultural differences and understanding of other languages leads to more effective social and work environments and new trade opportunities. Many stakeholders identified Objective 1 as a priority.

#### *Second Language Enhancement and Cultural Understanding*

In recent years, nearly 23 percent of Alberta grade 12 students have completed at least one senior second language course. It is important for Alberta's education stakeholders to work together to promote the benefits of learning a second language, and to make more second language learning opportunities available to students at both the basic and post-secondary levels.

Alberta basic education has language curricula in 15 languages in addition to French. It is possible for francophone students to complete grade 12 in French and for anglophone students to take a French immersion program. Bilingual programs are also available in Arabic, German, Hebrew, Mandarin, Polish and Ukrainian.

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At the post-secondary level, there is some pressure on first year language programs. As some high school students cannot fit a language course into their high school program, they are deferring study of a second language until they undertake their post-secondary learning.

The Enhancing Second Language Learning Project was launched in July, 2000 to address concerns regarding second language education in Alberta. The purpose of the project is to develop and implement a marketing strategy for second languages and to review the capacity of the basic learning system relative to second language learning. Working groups representing education and second language partners from across Alberta will focus on developing recommendations in regard to specific aspects of the Project, including:

- a basic learning marketing strategy which will be designed to raise awareness of the opportunities and benefits of second language opportunities;
- adult learner incentives such as student exchanges, travel and study opportunities bursaries and scholarships;
- program (provincial curriculum/resource development, assessing second language learner proficiency/competence level);
- delivery, for example staffing, pre and inservice, basic learning instruction time for languages, high school diploma requirements, post-secondary entrance requirements;
- funding enhanced second language programming/learning in the basic and adult learning systems.

Upon review and input from the Advisory Committee to Enhance Second Language Learning, the recommendations and strategies developed will be provided to the Minister.

### *Exchange Programs, Twinning, and Student Awards*

Alberta has student exchange agreements with Germany, Japan, Mexico and Spain, and teacher exchange agreements with Germany, the United Kingdom, Spain, the USA and Australia. In the post-secondary sector, Alberta institutions receive funding support to carry out student exchanges in four countries where Alberta has a special relationship. These exchanges typically involve language and cultural studies. A number of post-secondary institutions have also developed extensive networks and partnerships with institutions in other countries which provide Alberta students with study-abroad and exchange opportunities. Exchange participants report that these programs enhance their own learning and international awareness. Home jurisdictions and institutions report that the programs benefit participants' classmates as they study alongside international students.

Alberta also encourages "twinning" relationships with schools and post-secondary institutions in other countries. In the basic education sector, the International School

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Partnership Program provides opportunities for Alberta schools to twin with foreign counterparts and share information, learning resources and engage in other exchange activities. In the post-secondary sector, twinnings are most active with four foreign provinces where the Alberta government has a special relationship: Kangwon, Korea; Hokkaido, Japan; Heilongjiang, China; and Jalisco, Mexico.

Alberta's International Education Ministerial Awards provide support to student nominees from foreign provinces where Alberta has a "twinning" relationship. The awards cover costs for up to twelve months of degree, diploma, or special study placements. Reciprocal opportunities to study are offered to Albertans by the foreign provinces.

Although some intercultural awareness may be developed incidentally through elementary and secondary courses, there is currently no particular focus on international awareness at the basic education level. For Albertans to be well-prepared to live and work internationally, a more concerted effort may be needed to develop intercultural awareness.

## **6.2 International students and learning systems will choose Alberta to meet their learning and accreditation needs.**

Alberta is, for many international students, the preferred destination to obtain a high quality education credential and to learn about Canadian culture. Many Alberta school boards and post-secondary institutions seek to attract international students. These students enhance the diversity of knowledge in Alberta classrooms and, upon completion of their studies, their understanding of Alberta may lead to new international business or cooperation in trade and research. Each year, there are approximately 800 international students in Alberta's basic education system. In Alberta's public post-secondary institutions there has been a significant growth in full-time international student enrollment from 3821 in 1997-98 to 5091 in 1998-99.

International students make a significant contribution to the Alberta economy by providing net revenue to Alberta school boards and post-secondary institutions. While Albertans do not pay tuition for basic education, international students may be required to pay tuition fees set by local boards. These fees are usually full cost recovery. Alberta's Tuition Fee Policy requires that post-secondary students who are not Canadian citizens or permanent residents of Canada shall pay a minimum additional charge of 100% of the tuition fees charged to domestic students. Some stakeholders view the higher foreign student tuition fee as a barrier to recruiting more international students. Other stakeholders indicate that the higher fees provide some compensation to institutions and Alberta taxpayers for international students' access to programs and services.

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Some estimates suggest that each international student contributes from \$20,000 to \$30,000 per annum to the provincial economy. These estimates include tuition fees and the expenditure of funds while living in Canada, and depend on the duration of the program.

Alberta welcomes international students who wish to access Alberta learning opportunities, and encourages school jurisdictions and post-secondary institutions to develop their international student programs. For advanced learners, Alberta's International Qualification Assessment Service (IQAS) assists international applicants to obtain recognition of previous learning and to gain admission to post-secondary institutions.

The Government of Canada is responsible for all admissions to Canada, including international students. Student authorizations are assessed in accordance with Canada's immigration law, and having regard for students' ability to finance their proposed study and living costs while in Canada. As Alberta's lead ministry on immigration matters, Alberta Learning works with the federal government to ensure that appropriate policies and procedures are in place, and that international student authorization applications receive timely assessment.

### **6.3 Alberta will be more competitive in supplying education programs and services in the international marketplace.**

Alberta's excellent reputation in curriculum development, teacher education, distance education, apprenticeship training, the development of occupational competency profiles, student evaluation, strategic planning, performance measurement and information communications technology means that the province is able to market its program and service expertise to other countries.

Alberta Learning's current international activities include an agreement with CIDA to assist South Africa in training teachers in outcomes-based curriculum, and discussions to develop an English Arts program in Thailand. There are also discussions to test, certify and accredit workers in the skilled trades in the Philippines, and to use Alberta's apprenticeship training system as the model for industry training in Cuba.

In addition to Alberta Learning, several government ministries have developed educational expertise which can be marketed internationally. Alberta is a leader in environmental education, in the development of competency profiles for health occupations, in agricultural education and municipal governance, among others. Ministries and stakeholders also have expertise in Aboriginal education programs and services, special

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education programs for learners with disabilities, and in a variety of museum, historic site and cultural programs which serve both local and international students and exchange students.

The sale of learning resources and services provides important revenues to Alberta. Alberta Learning supports school boards, individual post-secondary institutions and others seeking to expand their international sales of education programs and services and provides a matching grant to support the work of member institutions in international marketing through the Alberta Centre for International Education. One challenge which must be met and resolved through this discussion with stakeholders is the matter of intellectual property rights.

A number of Alberta institutions and stakeholder organizations have a longstanding record of international involvement in many parts of the world. Several organizations and institutions engage in not-for-profit development work in developing countries. As well, some institutions are involved in for-profit projects and work in partnership with post-secondary authorities, industry and government to offer programs for students in their own countries. A provincial inventory of all of the international education initiatives offered by institutions, jurisdictions, organizations and government would be helpful, as there is currently no province-wide record of these activities.

### *School Accreditation*

Alberta's international reputation for high quality education means that foreign jurisdictions and schools are increasingly seeking accreditation agreements with the province. In basic education, countries are proposing agreements where their schools would follow the Alberta curriculum and Alberta teacher qualification guidelines. Their intent is that students from an accredited school would obtain an Alberta high school credential. There are legal, policy, operational and protocol issues associated with these proposals which must be addressed, as it is of central importance to maintain standards and practices which safeguard the quality and recognition of Alberta credentials. Alberta school jurisdictions, with the approval of the Minister of Learning, may be interested in delivering instructional services to foreign schools accredited by the Minister.

## **6.4 International investment and trade of Alberta's goods and services will be enhanced by the sale of associated skills training and other educational programs and services.**

More than 150 foreign markets buy Alberta's goods and services, and more than 2,000 Alberta businesses export goods and services around the world. Approximately 500,000 Alberta jobs are linked to the province's business in foreign markets.<sup>2</sup>

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<sup>2</sup> Source: *Alberta's International Marketing Strategy*

Particularly in the area of resource development, Alberta has long recognized the importance of education and training to international trade and investment. Programs for technical and executive training have attracted international students for many years, and have been valuable in developing strong linkages between Alberta and other countries. Countries like China and Japan have invested in Alberta energy and forestry, in part through their familiarity with the province gained through educational experiences.

More and more Alberta businesses are interested in developing international trade opportunities. It is important that Alberta's basic and adult learning system provide curricula, traditional and distance learning opportunities for Albertans to acquire the knowledge and understanding which underlies "export readiness".

As well, the increasing specialization of goods and services is creating new opportunities to market the training associated with those specialized goods. Alberta's sales of wood and building products to Japan, for example, is enhanced by also marketing the associated training in construction techniques. The sale of oilfield equipment is similarly enhanced by training foreign petroleum industry workers on Alberta equipment.

International students trained in Alberta provide avenues to enhance trade in Alberta goods and services. While in Alberta, these individuals gain valuable knowledge of the high quality of Alberta products, and may establish contacts with Alberta businesses and an understanding of opportunities for investment and trade between their home country and Alberta.

## **6.5 International mobility of knowledge and skills will be facilitated.**

### *Recognition of Alberta Credentials*

There is growing global business demand for a system of recognized credentials which businesses can rely on to hire skilled labour. For example, the Asia-Pacific Economic Cooperation (APEC) Human Resources Working Group is currently seeking to establish internationally recognized standards for trade credentials and certification. Given Alberta's internationally recognized apprenticeship training system, opportunities for Alberta to participate in setting international certification standards will enhance Alberta's reputation as a leader in industry training and will assist with the international mobility of its skilled workforce. Similar opportunities may be pursued in other sectors such as health care.

### *Recognition of International Credentials*

From 1995 to 2000, Alberta received an average of 12,850 immigrants each year. Immigrants bring a vast array of skills and knowledge to the province. The number of immigrants arriving in Alberta with high levels of education has increased in the last five

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years. In 1995, approximately 40 per cent of immigrants had some post-secondary education. By the end of the decade, this figure was over 50 per cent.

Full employment of the skills and knowledge of individuals coming to Alberta is important to the province's economic development. The International Qualification Assessment Service and the Qualification Certificate Program for skilled labour assist with recognition of foreign credentials and may facilitate immigrants' entry to the labour force. This increases the supply of skilled labour available to the Alberta economy.

Alberta also supports such student and faculty mobility programs as the North American Mobility Project and the Fullbright program and, through the Council of Ministers of Education, the Canadian Information Centre for International Credentials (CICIC). The CICIC acts as an information clearinghouse to support the recognition of Canadian qualifications abroad and the recognition of overseas credentials in Canada.

## **6.6 Alberta Learning will provide leadership in promoting international education through its work with the federal government, international agencies, and ministries of education in other countries.**

The federal government and all provinces share an economic interest in enhancing Canada's presence in international education. Canada's foreign trade missions and Team Canada missions assist in promoting sales of educational goods and services. The Government of Canada also facilitates Canada's representation in international education projects and research. These projects help build educational capacity in other countries, and familiarize Canadians with the variety of worldwide expertise in educational matters. Alberta has participated in CIDA, World Bank and OECD projects which promote education development or research. Alberta also participates in the Grant MacEwan United World College Scholarship program by offering eight scholarships annually which allow Alberta students to study around the world. The Government of Canada also provides scholarships for foreign studies and financial support for Canadian Studies programs in foreign universities.

Like Alberta, many foreign states undertake missions to other countries to identify trade and investment opportunities. Increasingly, missions also seek to identify education and training programs and services which might enhance their own education system. While Alberta is often seen as a leader, the province also benefits from discussions with other countries. Continued discussions and missions to and from countries, particularly where Alberta has a special international relationship, help bring a global dimension to learning in Alberta. The Alberta government's leadership of foreign missions assists education stakeholders to learn of best practices being pursued elsewhere in areas of particular interest to Alberta.

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## **7. RESOURCING ALBERTA'S INTERNATIONAL EDUCATION STRATEGY**

Alberta school jurisdictions, post-secondary institutions, other system stakeholders, and Alberta Learning and other government ministries currently devote program and staff resources to the development and pursuit of international activities. Education stakeholders determine for themselves the priority they attach to international work, and the costs and expected returns arising from this work. Improved coordination among all stakeholders is expected to result in more effective international activities. The Alberta government acknowledges that new and renewed international activities may involve the commitment of additional public resources. It will continue to be important to prioritize among possible activities, and to clearly demonstrate the cost-benefit link between requested public resources and proposed services and programs which aim to help Albertans to compete more effectively internationally. Where Alberta markets an education service to foreign nationals or to foreign institutions, these services will not involve additional cost to Alberta taxpayers. Similarly, foreign nationals shall not take places from Alberta students in any public school or institution.

## **8. CONCLUSION**

Alberta learners, schools, post-secondary institutions, and businesses recognize the essential relationship between global awareness, economic competitiveness, and strong communities and workplaces. There are many benefits to Albertans being well-prepared to live and work in a global community, and many opportunities to be seized from the strong economic growth forecast for international education. The Alberta International Education Strategy will provide the framework for the Alberta government to work together with education and other stakeholders to ensure that Albertans can take advantage of the opportunities available in the global economy and can contribute to an increasingly interdependent global society.

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## APPENDIX

The following actions were suggested during the autumn 2000 consultations. They will be explored further, and key actions will be developed in support of the Alberta International Education Strategy.

### *Objective 1:*

- Through the Enhancing Second Language Project, collaborate with stakeholders on awareness and promotion of benefits of second language learning and cultural understanding.
- Consider structural revision to graduation requirements or to university entrance requirements to encourage additional study of second languages.
- Research Alberta learners' interest in having more opportunities to complete basic education in additional second languages. Encourage development of further bilingual programs.
- Consider revisions to existing curricula and development of new curriculum for cultural understanding to enable students to be well-prepared for future careers in the global economy.
- Expand educational exchange programs to gain experience in other languages and cultures, and explore the possibility of incentives for high school students to participate in exchange programs through credits in recognition of their learning while on exchange.
- Encourage more educator exchanges to broaden the global vision of educators, and to develop understanding and appreciation for Alberta abroad.
- Expand school twinning programs to develop greater cross-cultural understanding through collaboration between Alberta students and students abroad.

### *Objective 2:*

- Research the economic and societal contribution of international students in Alberta. This research will provide information to support future policy development.
  - Continue to work with the federal government on issues related to international student recruitment arising from federal immigration policy in order to facilitate the student authorization process.
  - Explore opportunities for international students to undertake articles or practicums in Alberta, and for post-doctoral students and researchers to undertake further study and research in Alberta.
  - Work with the Council of Ministers of Education to develop the Gateway Project, which will assist international students to access information on education opportunities in Alberta.
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- Consult with school jurisdictions, post-secondary institutions, other government departments and educational organizations (such as the Alberta Centre for International Education and the Learning Network) regarding Minister-led marketing missions abroad.

### *Objective 3:*

- Create a provincial inventory of current international projects and activities across the education system.
- Collaborate with stakeholders to expand the products and services being marketed abroad, and explore new market opportunities which align with Alberta's priority markets for new trade and investment.
- Develop a policy and process for accreditation of foreign schools.
- Encourage international missions to come to Alberta to study the province's education system.
- Work with the Alberta Government's new International Governance Office to identify international projects where provincial education and training expertise could be marketed to other countries.
- Produce an information booklet on the Alberta education system for distribution to international visitors to Alberta.

### *Objective 4:*

- Work with education system, industry and other stakeholders to identify emerging international skills and to ensure that curricula, career counselling and learning opportunities support "export readiness".
- Work with other government ministries, the private sector, industry associations, and education system stakeholders to identify new opportunities to match trade in Alberta goods with associated skills training.
- Foster ongoing contact, for networking and economic purposes, with international students trained in Alberta by such relationships as post-secondary alumni associations and business organizations.

### *Objective 5:*

- Examine opportunities to work with foreign partners and organizations to contribute Alberta's expertise to the development of an international accreditation system for the skilled trades, and the international certification of health care professionals.
  - Meet the estimated 30 percent increase in demand for assessment of foreign education credentials, while maintaining quality of assessment and timeliness.
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*Objective 6:*

- Take an active role in activities relating to international education to ensure recognition of Alberta's leadership in international education matters. Alberta will work with other provinces through the Council of Ministers of Education Canada to secure a better alignment between federal international activities and provincial priorities.
  - Continue to participate in projects which promote education capacity in other countries (through OECD, APEC, G8, the Commonwealth, CIDA, World Bank and other international Financial Institutions) and undertake missions to identify best practices in other countries and share Alberta experiences and research.
  - Encourage and support university, college and school teacher participation in international programs and development projects.
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